



## Report of the Director of Place

### Economy and Infrastructure Service Transformation Committee

2 November 2023

## Swansea Bay Strategy Projects

<b>Purpose:</b>	Provide an update of a Workshop session held on 23 <sup>rd</sup> October 2023, exploring opportunities for development for Llangland Tennis Courts.
<b>Policy Framework:</b>	Swansea Bay Strategy
<b>Consultation:</b>	Access to Services, Finance, Legal.
<b>Recommendation(s):</b>	It is recommended that the Committee: -  1. makes recommendations for a revised development brief to be drafted in accordance with the findings of recent workshops as described within item 2 of this report.  2. support sponsoring Cabinet Members for; Investment, Regeneration, Events & Tourism and Corporate Services & Performance to develop and agree a viable delivery plan for Llangland Bay Tennis Courts as a priority under the Swansea Bay Strategy.
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### 1. Background

1.1. Following the Economic & Infrastructure Service Transformation Committee (E&I STC) held on 21st September 2023 the Chairperson referred to the recent site visit to Llangland and Mumbles. A further workshop would be scheduled prior to the next meeting (2<sup>nd</sup> November 2023) to inform the Swansea Bay Delivery Plan.

1.2. A second workshop session was held on 23<sup>rd</sup> October 2023.

1.3. Following the second workshop held on 23<sup>rd</sup> October 2023, the Chairperson advised that the Workshop outcomes within item two of this report be presented for approval at the Economy and Infrastructure Service Transformation Committee on 2<sup>nd</sup> November 2023.

## **2. Workshop Outcomes**

2.1. The Head of Property Services provided an overview of potential locations, identified under six destinations that were considered during the workshop sessions.

### **2.2. Suggestions captured at the Workshop One (4<sup>th</sup> July 2023)**

2.2.1. Create a Destination Management Plan to complement the destinations.

2.2.2. Promote All Year Tourism

2.2.3. Any development must include a travel plan

2.2.4. Make the most of the seafront - More Hotels, Commercial opportunity

2.2.5. Create an offer to benefit visitors and local communities

2.2.6. Create more café and toilet facilities along the coast and somewhere you can just buy a bucket and spade along the way

2.2.7. **Blackpill** – Consider commercial opportunities on the promenade, improve the Lido, visitor centre

2.2.8. **Langland** – Commercial opportunities to include; serviced apartments, toilets, restaurant/s and boutique hotel/s to benefit and attract visitors

2.2.9. **St Helen's** Slip Bridge – Elevated Café on the sand  
Recreation Ground – Park & Ride, multi-level parking, High value apartments

### **2.3. Suggestions captured at the Workshop Two (23<sup>rd</sup> October 2023)**

Development opportunities for Langland Bay were explored. It is imperative that a viable development would present opportunities and benefits on balance for the community and public, whilst promoting commercial opportunities.

2.3.1. Refine the particulars for Langland marketed by B2P on behalf of Swansea Council during 2020

2.3.2. Seek opportunities for the community and visitors as an affordable destination as a mixed-use development

2.3.3. Non-Residential Stay and dine location – Serviced Apartments, Hotel and Restaurant

2.3.4. Recreational activities

2.3.5. Retail

2.3.6. New Public Conveniences and Change Facilities

2.3.7. Incorporate Planned and Preventative Maintenance (PPM)

2.3.8. Beach Hut (daily/weekly hire)

2.3.9. Low level development

2.3.10. Leasehold of 125yrs

- 2.3.11. Seek Capital **and** Revenue Offers from all interested parties with the intention of maximising financial return
- 2.3.12. Revenue linked to percentage of turnover with stepped increases after a defined period
- 2.3.13. Emphasis on cost savings and quantifying benefit

### **3. Integrated Assessment Implications**

3.1 The Council is subject to the Equality Act (Public Sector Equality Duty and the socio-economic duty), the Well-being of Future Generations (Wales) Act 2015 and the Welsh Language (Wales) Measure, and must in the exercise of their functions, have due regard to the need to:

- Eliminate unlawful discrimination, harassment and victimisation and other conduct prohibited by the Acts.
- Advance equality of opportunity between people who share a protected characteristic and those who do not.
- Foster good relations between people who share a protected characteristic and those who do not.
- Deliver better outcomes for those people who experience socio-economic disadvantage
- Consider opportunities for people to use the Welsh language
- Treat the Welsh language no less favourably than English.
- Ensure that the needs of the present are met without compromising the ability of future generations to meet their own needs.

3.1.1 The Well-being of Future Generations (Wales) Act 2015 mandates that public bodies in Wales must carry out sustainable development. Sustainable development means the process of improving the economic, social, environmental and cultural well-being of Wales by taking action, in accordance with the sustainable development principle, aimed at achieving the 'well-being goals'.

3.1.2 Our Integrated Impact Assessment (IIA) process ensures we have paid due regard to the above. It also takes into account other key issues and priorities, such as poverty and social exclusion, community cohesion, carers, the United Nations Convention on the Rights of the Child (UNCRC) and Welsh language.

3.2 This report is for information only, hence there is no requirement to undertake the IIA screening at this point in the project.

### **4. Financial Implications**

4.1 The report proposes items which may have direct or indirect future revenue and capital costs or benefits. The intention should be to seek to maximise third party involvement to maximise return but if any costs fall to Council of any of the ideas generated this will need to be considered in the round as part of normal budget setting process and therefore could not be guaranteed to be funded by Council .

## **5. Legal Implications**

5.1 There are no legal implications associated with this report.

### **Background Papers:**

#### **Economy & Infrastructure Service Transformation Committee**

Thursday, 21 September 2023 at 2.00 pm

<https://democracy.swansea.gov.uk/ieListDocuments.aspx?CId=738&MId=11267&Ver=4&LLL=0>

**Appendices:** None